

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-15 (canceled).

Claim 16 (new): A lighting device for display devices, comprising:
a light source lamp having one of a curved portion and a folded portion; and
a light-diffusing layer; wherein
at least part of the light generated from the one of the curved portion and the folded portion of the light source lamp is reduced or shielded;
at least part of the one of the curved portion and the folded portion of the light source lamp is covered with a lamp frame; and
at least part of the one of the curved portion and the folded portion of the light source lamp is outside of an effective display region.

Claim 17 (new): The lighting device for display devices according to Claim 16, wherein the folded portion has at least two bent portions and a straight portion between the bent portions.

Claim 18 (new): The lighting device for display devices according to Claim 16, further comprising an optical member provided with a light-reducing or light-shielding treatment on a display side of at least part of the curved portion or the folded portion of the light source lamp.

Claim 19 (new): The lighting device for display devices according to Claim 18, wherein the optical member includes at least one optical member selected from the group consisting of a diffusing plate, a diffusing sheet, and a lens sheet.

Claim 20 (new): The lighting device for display devices according to Claim 16, wherein at least part of the curved portion or the folded portion of the light source lamp is provided with a light-reducing or light-shielding treatment.

Claim 21 (new): The lighting device for display devices according to Claim 20, wherein the light-reducing or light-shielding treatment is arranged to restrict a deformation degree of freedom in the curved portion or the folded portion of the light source lamp.

Claim 22 (new): The lighting device for display devices according to Claim 16, wherein the lighting device for display devices has a reflective member provided with a light-reducing treatment on a side opposed to the display side of at least part of the curved portion or the folded portion of the light source lamp.

Claim 23 (new): The lighting device for display devices according to Claim 22, wherein the reflective member is a reflective sheet.

Claim 24 (new): The lighting device for display devices according to Claim 18, wherein the light-reducing or light-shielding treatment includes a printed member.

Claim 25 (new): The lighting device for display devices according to Claim 20, wherein the light-reducing or light-shielding treatment includes a printed member.

Claim 26 (new): The lighting device for display devices according to Claim 22, wherein the light-reducing or light-shielding treatment includes a printed member.

Claim 27 (new): The lighting device for display devices according to Claim 18, wherein the light-reducing treatment provides a gradation that varies a degree of light reduction.

Claim 28 (new): The lighting device for display devices according to Claim 20, wherein the light-reducing treatment provides a gradation that varies a degree of light reduction.

Claim 29 (new): The lighting device for display devices according to Claim 22, wherein the light-reducing treatment provides a gradation that varies a degree of light reduction.

Claim 30 (new): A liquid crystal display device comprising the lighting device for display devices according to Claim 16.

Claim 31 (new): A light source lamp used in the lighting device for display devices according to Claim 16.